

# ● PRINTER RUSH ●

(PTO ASSISTANCE)

A

Application : <u>09/04/082</u>	Examiner : <u>Alan</u>	GAU : <u>2155</u>
From: <u>T. McGill</u>	Location: <u>(IDC) FMF FDC</u>	Date: <u>4-12-05</u>
Tracking #: <u>CPM 09/04/082</u>		Week Date: <u>3-28-05</u>

DOC CODE	DOC DATE	MISCELLANEOUS
<input type="checkbox"/> 1449	_____	<input type="checkbox"/> Continuing Data
<input type="checkbox"/> IDS	_____	<input type="checkbox"/> Foreign Priority
<input type="checkbox"/> CLM	_____	<input type="checkbox"/> Document Legibility
<input type="checkbox"/> IIFW	_____	<input type="checkbox"/> Fees
<input type="checkbox"/> SRFW	_____	<input type="checkbox"/> Other
<input type="checkbox"/> DRW	_____	
<input type="checkbox"/> OATH	_____	
<input type="checkbox"/> 312	_____	
<input checked="" type="checkbox"/> SPEC	<u>8-16-00</u>	

[RUSH] MESSAGE: Pages 17-22 has data cut off on  
right side of table.

Thank you

[XRUSH] RESPONSE: \_\_\_\_\_

INITIALS: [Signature]

NOTE: This form will be included as part of the official USPTO record, with the Response document coded as XRUSH.  
 REV 10/04

4/15  
2012

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- Search for submissions user has submitted.
  - Search for submissions user has saved but not submitted.
- 5 • Search Implementation zone (ideas that have been approved, but for which there are no current resources to implement.)

Torchbearer Search

- 10 Search all fields including innovation group qualification questions.

Submit Submissions

Enter data elements specified in the data model shown in Table 2 below.

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**Table 2. Data Model**

Table Name	Purpose
SC_IDEA	Contains all information associated with an idea. It is the master table which has several foreign keys to the rest of the tables in this schema.
SC_LOOKUP	A general purpose table used to populate drop down menus, and list boxes.
SC_TEXT	A general purpose table used to hold extended and descriptive text. It is currently used only to hold the text of peer comments.
SC_KEYWORD	Contains the keywords for each idea. Every idea is currently limited to 3 keywords, and these keywords are required, so there will be 3 entries in this table for every idea. This limitation is not a database constraint, but an application (programmed) limitation.
SC_PROGRAM	Contains the Program Names. As more programs are added to this application, this list will grow. Currently, this table contains only Idea Central, The Loop, SMART and VentureQuest.
SC_REL_IDEA	This table tracks all ideas that the user stated were similar enough to be related to their own idea. Currently, there is a limit of 10 related ideas to each idea, along with descriptive text as to why the user's idea is unique from the related idea. This limitation is not a database constraint, but an application (programmed) limitation.

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SC_LINK	Currently not used.
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**\*Primary Keys**

SC IDEA			
Column	Datatype	Size	Description
ID_ID *	Int		Unique identifier for every idea. Used to relate ideas and keywords in other tables.
PGM_ID	Int		Foreign Key to SC_PROGRAM. Identifies which program this idea belongs to.
ID_IDEA	Varchar2	2000	Contains the text of the idea the user wishes to submit
ID_SHORT_NAME	Varchar2	20	Title of Idea
ID_LONG_NAME	Varchar2	80	More descriptive name/title of idea
ID_CATEGORY	Varchar2	20	Category to which this idea belongs -> fkey to sc_lookup
ID_ENTERPRISE	Varchar2	20	Enterprise this idea belongs->fkey to sc_lookup
ID_SUBMIT_DT	Date		
ID_STATUS_DT	Date		Date status was set
ID_APPROVED_DT	Date		
ID_LAST_UPDATE	Date		Date idea was last updated
ID_SUBMITTER	Varchar2	15	Fkey to SC_PERSON ->who submitted the idea
ID_SPONSOR	Varchar2	15	Fkey to SC_PERSON ->who sponsored idea
ID_OWNER	Varchar2	15	Fkey to SC PERSON ->adopted
ID_TB_INCENTIVE			
ID_TB_COMMENT	Varchar2	2000	Torchbearer field
TB_NOTES	Varchar2	2000	Torchbearer field
TB_COMMENT_EXPANDED	Text		Huge field to hold comments exceeding 5000 chars.
ID_DOMAIN	Varchar2	30	Fkey->sc_lookup
ID_IDEA_EXPAND	Varchar2	2000	If user wishes to expand on idea, it is kept here. (Idea Central & SMART)
ID_STAT_INIT	Varchar2	2000	Strategic Initiative: (Idea,Smart,Venture,LOOP)
ID_TGT_AUD	Varchar2	2000	SMART: Target Audience
ID_WHO_BENEF	Varchar2	2000	VentureQuest:
ID_NEED_OPOR	Varchar2	2000	VentureQuest:
ID_SUCCESS	Varchar2	2000	VentureQuest:
ID_RULES_BRK_S	Varchar2	2000	VentureQuest:
ID_RULES_BRK_I	Varchar2	2000	VentureQuest:
ID_COMPETITORS	Varchar2	2000	VentureQuest:

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ID_DISRUPTIVE	Varchar		VentureQuest:
ID_SUPPORTS	Varchar		VentureQuest:
ID_PROS			VentureQuest
ID_CONS			VentureQuest
ID_TEAM			SMART
ID_SEGMENT			SMART
ID_LOCATION	Varchar		SMART
ID_SCOPE			SMART
ID_BENEF_TEXT			VentureQuest,SMART
ID_TIMESPENT			Not Used
ID_IMPORTANCE			Not Used
ID_HURDLES			SMART
ID_BUSMODEL			SMART
ID_CUSTNAME			LOOP
ID_CUSTEMAIL			LOOP
ID_ACCOUNT			LOOP
ID_PRODAREA			LOOP
ID_PRODUCT			LOOP
ID_GROUP			LOOP
ID_REASON			LOOP
ID_OPINION			LOOP
ID_HURDLES_OTHER			SMART
ID_PEERS_TALKED			SMART
ID_BENEF_CUST			SMART
ID_BENEF_BOTH			SMART
ID_BENEF_COMP			SMART
ID_BENEF_OTHER			SMART
ID_ENTERPRISE_AFFECTED			SMART, IDEA, VENTUREQUEST
ID_READ_AGREEMENT			Not Used Yet
ID_BENEF_MKT			SMART
ID_BENEF_REV			SMART
ID_BENEF_COST			SMART
ID_BENEF_TEAM			SMART
ID_BENEF_MORALE			SMART
ID_SUB_OWNERSHIP			SMART

SC_LOOKUP			
ColName	Type	Size	Description
ID *	Int		Unique identifier for a row
PGM_ID	Varchar2	10	Fkey-> to SC_PROGRAM, or used to filter program specific values to populate drop down/select boxes with.

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LU TYPE	Varchar2	20	Status, Enterprise, ... etc, or another filter.
LU VALUE		20	Value of select box
LU DESC		75	What is displayed by select box
LU_SEQNO	In		Used to set the sort order displayed in form fields.

SC_KEYWORD			
ColName	Type	Size	Description
ID_ID *	Int		Which Idea this keyword belongs to. There will be three of these per idea.
KW_ID *	Int		The Keyword's Identifier.
KW_KEYWORD	Varchar2	30	The Keyword's Text in Uppercase

SC_PERSON			
ColName	Type	Size	Description
PER KEY	Varchar2	15	Unique identifier for a person
PER NAME	Varchar2	50	First and last name separated by a space
PER_ENTERPRISE	Varchar2	20	Enterprise person is associated with. Determined at logon.
PER_PHONE		15	Currently Not Used: User's phone number.
PER_EMAIL		30	Obtained by Com Object. Contact Kevin Rogers for Details.

SC_PROGRAM			
ColName	Type	Size	Description
PGM_ID *	Varchar2	10	Unique identifier for Program
PGM_SYS_ADMIN	Varchar2	15	Currently Not Used
PGM_INITIAL_URL	Varchar2	255	Currently Not Used
PGM_NAME	Varchar2	30	Program name used when displaying. Contains full proper name of zone or program.

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SC_REL_IDEA			
ColName	Type	Size	Description
ID_ID *	Int		This Idea... the idea that will have ideas related to it.
RI_ID *	Int		The Number of the Idea that is related to this idea : ID_ID

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RI_UNIQUE	Varchar2	1000	User's explanation of why the ID_ID is different or unique from the RI_ID.
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SC_TEXT			
ColName	Type	Size	Description
ID_ID *	Int		Idea that this text belongs to.
TXT_ID	Int		Unique Identifier for this Row
TXT_DATE	Date		Date this text was introduced.
TXT_TYPE	Varchar2	20	What kind of information this textfield represents.. (Comment, peer-review, other).
TXT_BY		20	Not currently used: Author of Text
TXT_TEXT	Varchar2	2000	Content of the textual description.

IDEA CENTRAL	
Question	Column Name
Which Schwab enterprise does your idea affect the most?	ID_ENTERPRISE_AFFECTED
Which of Schwab's key strategic initiatives does your idea support most?	ID_STRAT_INIT
If you would like to expand on your idea and why it is important, please do so here.	ID_IDEA_EXPAND

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LOOP	
Question	Column Name
Customer Name	ID_CUSTNAME
Account	ID_ACCOUNT
Group	ID_GROUP
ProductArea (Website,Email,Velocity,Mobile/Wireless,Other)	ID_PRODAREA
Product Select Boxes (LU_TYPE = Website, E-Mail, Velocity...etc)	ID_PRODUCT
Reason	ID_REASON
Opinion	ID_OPINION

SMART	
Question	Column Name
If you would like to expand on your idea and why it is important,	ID_IDEA_EXPAND

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please do so here...	
How much ownership would you like?	ID SUB OWNERSHIP
What areas of our business will this idea affect? Choose any that apply: External:	ID_TGT_AUD
Internal: Team Specific (y/n)	ID TEAM
Segment/department	ID SEGMENT
Location:	ID LOCATION
Enterprise Affected Most	ID ENTERPRISE_AFFECTED
Corporate Wide (y/n)	ID SCOPE
<b>What are the Benefits? Choose any that apply:</b>	
Benefit to Customer	ID_BENEF_CUST
Customer/company relationship benefit	ID_BENEF_BOTH
Company Benefit	ID_BENEF_CUST
<b>If you choose Company Benefit, please select all that apply</b>	
Market Entry	ID_BENEF_MKT
Revenue Enhancer	ID_BENEF_REV
Cost Saver	ID_BENEF_COST
Teamwork	ID_BENEF_TEAM
Morale	ID_BENEF_MORALE
Risk Reduction	ID_HURDLES
Other:	ID_BENEF_OTHER
Which one of Schwab's strategic priorities does your idea support most?	ID_STRAT_INIT

VENTUREREQUEST	
Question	Column Name
Which one of Schwab's strategic priorities does your idea support most?	ID_STRAT_INIT
Who would benefit the most? (customers/Employees?)	ID_WHO_BENEF
Describe the employee/customer segment:	ID_BENEF_TEXT
What specific need or opportunity would this idea tackle?	ID_NEED_OPPOR
What signifies success for this idea?	ID_SUCCESS
<b>What (stated or unstated) rules would this idea break?</b>	
Industry rules broken	ID_RULES_BRK_I
Schwab rules broken	ID_RULES_BRK_S
What competitors would this idea upset?	ID_COMPETITORS
How disruptive would this idea be?	ID_DISRUPTIVE
Which Schwab enterprises would be affected?	ID_ENTERPRISE_AFFECTED
Who supports this idea internally?	ID_SUPPORTS
What are the pros of this idea, from supporters perspectives?	ID_PROS
What do supporters say are the cons of this idea?	ID_CONS